We Claim:

1. A data storage cartridge having tape driven by a drive belt for use in a drive, the drive having a drive member movable in a first direction by contact with the cartridge, the cartridge comprising:

a) a housing having a driven roller opening;

b) a driven roller rotatably mounted in the housing, the driven roller having an outer surface for engaging a drive belt which in turn winds the tape;

c) a driven member operatively connected to the driven roller, the driven member having a drive member engagement surface, whereby insertion of the cartridge in the drive in a second direction generally perpendicular to the first direction, moves the drive member in the first direction; and

d) the driven member having a drive member capturing member, wherein the drive member is coupled to the driven member, thereby allowing rotational movement of the drive member to be transferred to the driven roller.

2. The data storage cartridge of claim 1, the driven member further comprising:

a) a cylindrical member having a first end operatively connected to a base of the driven roller and a second end;

b) the drive member engagement surface proximate the second end, the drive member engagement surface being a first angled surface and a second angled surface opposite the first angled surface; and

c) the second end defining a slot and forming the drive member capturing member.

3. The data storage cartridge of claim 2, the housing further comprising a top surface and a front, the driven roller opening is over the driven member.

4. The data storage cartridge of claim 3, wherein the driven roller opening extends to the front.

5. A data storage cartridge having tape driven by a drive belt and drive combination, comprising:

a) a data storage cartridge;

b) a drive adapted and configured to receive the data storage cartridge;

c) the drive having a drive member moveable in a first direction by contact with the cartridge;

d) a motor operatively connected to the drive member for rotating the drive member; and

e) the data storage cartridge further comprising:

i) a housing having a driven roller opening;

ii) a driven roller rotatably mounted in the housing, the driven roller having an outer surface for engaging a drive belt which in turn winds the tape;

iii) a driven member operatively connected to the driven roller, the driven member having a drive member engagement surface, whereby insertion of the cartridge in the drive in a second direction generally perpendicular to the first direction, moves the drive member in the first direction; and

iv) the driven member having a drive member capturing member, wherein the drive member is coupled to the driven member, thereby allowing rotational movement of the drive member to be transferred to the driven roller.

6. The combination of claim 5, further comprising the motor operatively connected to a spring, the spring operatively connected to the drive, and the motor positioned above the driven roller opening, the drive member connected to the motor, wherein the drive member is moveable between a first position and a second position.

7. The combination of claim 6, wherein the motor is moveable between the first position and the second position.

8. The combination of claim 7, the driven member further comprising:

a) a cylindrical member having a first end operatively connected to a base of the driven roller and a second end;

b) the driven member engagement surface proximate the second end, the drive member engagement surface being a first angled surface and a second angled surface opposite the first angled surface; and

c) the second end defining a slot and forming the drive member capturing member.

9. The combination of claim 5, the drive member adapted and configured to be positioned in the slot of the driven member, whereby the driven member is coupled to the drive member.

10. The combination of claim 9, the housing further comprising a top surface and a front, the driven roller opening is over the driven member.

11. The combination of claim 10, wherein the driven roller opening extends to the front.

12. A method of engaging a data storage cartridge into a drive, the drive having a drive member moveable between a first position and a second position, the method comprising:

a) inserting the cartridge into the drive in a first direction;

b) moving the drive member from its first position to its second position by movement of the cartridge in the first direction movement from the first position to the second position generally perpendicular to the first direction;

c) moving the drive member back towards its first position when the cartridge is fully inserted; and

d) engaging the drive member to a driven member on the cartridge, whereby rotational movement of the drive member is transferred to the driven member.